



## **Broadband Outreach and Communications Analyst (Communications Consultant 5)**

**SALARY:** \$53,148 – \$69,756 per year (Range 61)

**OPENS:** April 29, 2010

**CLOSES:** Open until filled

*Candidate evaluation will be ongoing, and applicants are encouraged to submit materials by May 12, 2010, to ensure full consideration. The hiring authority reserves the right and may exercise the option to make a hiring decision at any time during the announcement period.*

**Location:** Olympia, Washington

**This is a project position with an expected duration through November 2011. Continuation of the project position is dependent on grant funding and may extend up to November 2014.**

### **Agency Profile**

The Washington State Department of Information Services (DIS) provides quality and reliable computing, telecommunications, and Internet services to state and local agencies, tribal governments, educational institutions, and not-for-profit organizations.

As the technology leader for Washington State, DIS provides innovative services so that government agencies can successfully serve the public. DIS also provides support to the Information Services Board (ISB) and other committees.

### **Job Overview**

The Broadband Outreach and Communications Analyst will develop and manage multiple, comprehensive outreach campaigns related to broadband planning, including data validation of broadband mapping, and the development of goals and objectives for each campaign.

The Broadband Outreach and Communications Analyst is responsible to:

- Develop and implement communications plan specific to Broadband state efforts consistent with federal program objectives.
- Advise the Broadband Policy and Programs Manager and other management staff on public information issues related to broadband.
- Represent the agency and the Broadband Policy and Programs Manager as an effective and knowledgeable spokesperson for the broadband programs at focus groups, public presentations, meetings, hearings, and other public events.
- Create public relations, marketing and educational pieces as appropriate to each target audience; create and deliver presentations on statewide broadband efforts.



- Research and evaluate industry information and trends; make recommendations based on findings. Gather and analyze qualitative data collected from stakeholders through outreach efforts. Create, conduct, analyze and report the results of quantitative surveys.
- Work closely with DIS' Communications Director staff to write and disseminate press releases, respond to media inquiries, and contact media to pitch activities.
- Recommend effective outreach methods and marketing opportunities; track the results to determine effectiveness.
- Draft reports and recommendations on the state of broadband in Washington that will be shared with the Governor's Office, Legislators and others.
- Serve as a liaison between the Broadband Policy and Programs Manager with DIS personnel and with broadband stakeholders.

### **Qualifications**

- A Bachelor's degree involving a major study in journalism, communications, public relations or closely allied field.
- Four years of consecutive senior level professional experience in communications, journalism or public relations that includes public speaking, writing press releases, reports and presenting information to diverse audiences.
- Experience creating and executing successful communication plans.
- Possess excellent written and oral communication skills, including the ability to take complicated and technical subjects and explain them in common, understandable ways to diverse audiences.
- Strong organizational and time management skills that includes working independently and proactively, managing and prioritizing multiple projects in a fast-paced environment and meeting deadlines.
- Advanced computer skills with Word, Excel, PowerPoint and Outlook.

### **Desired Qualifications**

- A Master's degree in Communication, Marketing, Policy, or related field.
- Experience using PhotoShop and InDesign.
- Working knowledge of broadband communications.
- Experience working in both private and public sector.

### **Working for DIS**

DIS is an agency on the move. With a talented workforce that has a depth of knowledge and understanding of information technology, DIS provides constructive, reliable and responsive services for all their clients.

DIS offers extensive opportunities for career growth and personal development through workshops, seminars, training and other promotional opportunities.



As one of the top ten places in the country for business and careers (Forbes' Magazine, 2007), and conveniently located at the crossroads of business and leisure, Olympia has become the preferred destination zone for business professionals in the Pacific Northwest.

Olympia is on the Puget Sound and is within easy driving distance of the rugged Olympic National Park, the city of Seattle, Mt. Rainier, Mt. St. Helens, and Pacific Ocean coastal beaches: all offering ample outdoor recreation opportunities. Home to an internationally-recognized educational institution and a vibrant arts scene, Olympia is also the location of the outstanding Farmer's Market, located at the downtown waterfront.

### **Employee Benefits**

The State of Washington offers a comprehensive and competitive package of benefits to match the needs of our diverse workforce.

DIS eligible employees can choose from our outstanding [benefit package](#) including health, dental, life and long-term disability insurance; vacation, sick, military and civil leave; dependent care assistance program; deferred compensation plans; educational benefits program; paid holidays; Commute Trip Reduction Incentives; training; and state retirement plans.

### **Special Notes**

This position is covered by a union security provision. Therefore, as a condition of employment, candidates who are appointed are required to become members of the Washington Federation of State Employees, or pay other representational fees within the first 30 days of employment.

This is a project position with an expected duration through November 2011. Continuation of the project position is dependent on grant funding and may extend up to November 2014.

Travel is required both locally and statewide for events in support of outreach activities.

### **How to Apply**

Please submit a letter of interest with a detailed description of their experience as it pertains to the Qualifications listed. Please include a current resume, [Washington State Application](#) and a minimum of three professional references.

**Please send your application materials via e-mail to [hro@dis.wa.gov](mailto:hro@dis.wa.gov).**



Persons of disability needing assistance in the application process, or those needing this announcement in an alternative format, may call (360) 902-3543 or Telecommunications Device for the Deaf 1-800-833-6388.

### **Applicant Profile Form**

As a separate part of the application process, you are requested to voluntarily complete and return the [Applicant Profile](#) sheet with your completed application. This information will be treated as confidential. This page will be separated from your application and used by authorized personnel only.

*The Department of Information Services is an equal opportunity employer.*